

Mae Murray
Edition

Publix Opinion

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Vol. II

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No. 4

UNIT SHOW STAR
GREAT COPY FOR
ALL NEWSPAPERS

BIG BUSINESS FOR MURRAY

Will Cooperate Fully
On All Publicity
Stunts

BROADWAY CHEERED HER

"MERRY WIDOW REVUE" OFF TO FLYING START AT PARAMOUNT THEATRE

The Publix Unit theatres which will play Mae Murray in "A Merry Widow Revue," would have little trouble in gaining the maximum of publicity. At her opening week in New York not only was the popular star of stage and screen besieged by local interviewers but members of the press from other cities of this country and Europe kept her on the job discussing this and that.

Miss Murray is a great source of news for any newspaper. Aside from that, however, she will graciously cooperate to the utmost with any exploitation or publicity stunt within reason. For the benefit of those theatres she will play here are a few Mae Murray publicity angles:

Story on her reminiscences. Making up the Women's page of a newspaper, for which special advance stories have been made up and sent out. Mae Murray's favorite dishes and how they are prepared for Home column.

My favorite flower and why. Special story may get window tie-up.

My favorite jewel and why. Another window tie-up possibility.

Best costumes for a girl to wear at—a sporting event—for golf—for the beach—for the ballroom, etc.

Department store tie-up. A fashion article to be written by expert on fashions, signed by Miss Murray and inserted in store's ad.

Mae Murray Sundae for drug-store soda fountains.

Miss Murray will talk over radio.

ELL KNOWN SINGERS
IN PARAMOUNT QUARTET

The Paramount quartet which appears in support of Mae Murray in "A Merry Widow Revue" is comprised of four well known singers, each of whom has at various times appeared as a soloist. They are John Marshall and Philip Conyers who have sung the Greenwich Village "Follies," "The Clinging Vine," and "The Student Prince" and other productions that have a fame on Broadway. The other two members of the quartet are George Nellidorf and G. W. Sissy have sung operatic roles, both in this country and abroad.



Mae Murray, who scored a big triumph at the opening of her "A Merry Widow Revue," devised and staged by Frank Cambria, at the Paramount Theatre this week.

PRAISE GALORE TO MAE FROM NEW YORK CRITIC

Harriette Underhill of Herald-Tribune Chants
Eulogy to Blonde Star of "A Merry
Widow Revue"

One of the finest tributes ever paid to a star of the stage or screen was that accorded Mae Murray this week by Harriette Underhill, conceded by many to be one of the most conservative critics in the metropolis. In her review of "A Merry Widow Revue," Frank Cambria's Publix stage production in which Miss Murray will tour the Publix Circuit, Miss Underhill said in part:

"Outside the Paramount Theatre the guards were holding the potential spectators inside the ropes as best they could. The crowd was patient, for were there not enough of them to keep warm like a flock of sheep? And was not this the event of a lifetime? It was.

"Over the door where only critics are allowed to enter was a sign reading, 'Mae Murray on the Stage.' We went in, were conducted to the loge, and speedily

learned that the frail woman's fears were well grounded. All around us were buzzing whispers of 'There she is, there she is,' and down the broad stairs on the Paramount stage came a lovely, slender figure in a trailing black velvet costume, blonde hair piled high on head and surrounded by a halo of black osprey. Her slippers were silver and rhinestones and in her hand she held a graceful black plume for a fan. She was such a superlatively lovely object that we believe it would have been all right if she had just paraded across the stage. The people were satisfied at last—they had seen Mae Murray.

"Miss Murray stood still for a few seconds and allowed herself to be clasped in the arms of a graceful young man in Russian costume, they then whirled and

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Losee Won Fame In "Manhatters"

Harry Losee, dancing partner of Mae Murray in "A Merry Widow Revue," the elaborate Publix stage production in which she is starred, is a dancer of exceptional ability. He compares favorably with the dancing



Harry Losee

partners of Miss Murray at the time she won fame in the Ziegfeld "Follies." Losee first won acclaim from New York dramatic critics last season when he appeared in the revue "The Manhatters." In this production, his interpretative Indian dance and "Congo" dance were among the outstanding features of the production. Later Losee was engaged to execute his Indian dance in a special number at the Paramount Theatre. Just prior to opening in "A Merry Widow Revue" Miss Murray saw the young dancer in a specialty and immediately engaged him as her dancing partner.

the best stage productions that have been offered in a Publix Theatre. Beautifully mounted and superbly acted, it would be a sure-fire audience hit even without such a big name draw as Mae Murray. The vocal numbers are well handled by the rich, romantic voices of such well known singers as Joseph Griffin, Irish-American tenor, and Virginia Johnson, formerly prima donna with "Rose Marie." No two funnier boys than Born and Lawrence have shown in any Publix show and Harry Losee, Miss Murray's dancing partner is the same chap who jumped into overnight fame as the featured dancer in the Broadway revue, "The Manhatters." There are other features, including "The Paramount Quartette" and the Felicia Sorel Girls whose peppy stepping would make any tired business man forget it. "A Merry Widow Revue" is all show in itself and with Mae Murray added should be a box-office smash anywhere and any time.

Publix Will Join Lasky Drive

Upon my return to New York find our boys so enthusiastic with quality of product coming from Paramount Studio we are joining Lasky Drive by having Lasky week in every Publix Theatre throughout this country after first of year.

SAM KATZ

CONTENTS CONFIDENTIAL!

Much of the matter contained from time to time in PUBLIX OPINION is for the information of executives and responsible employees only, and not for publication or information of outsiders. Therefore, you are cautioned not to leave your copy laying around on desks. FILE IT for reference. Re-write from it for staff bulletins or newspaper stories.

LET MAE MURRAY EDIT YOUR WOMAN'S PAGE

*Popular Screen And Stage Star
Will Be Special Writer
For Newspapers*

A new member has been added to the (.....) repertorial staff.

A writer whose salary is \$7,000 a week, whose name is known in every civilized country of the globe, whose picture has been flashed upon the motion picture screen

HITS HIGH NOTE IN MURRAY SHOW

Virginia Johnson, the piquant little songstress in "A Merry Widow Revue," the current stage attraction at the Theatre, scored her first big success singing the leading role in "Rose Marie" on tour. Miss Johnson is a native of Chicago and first came into prominence in that city in the Balaban & Katz theatres following a course at Northwestern University. At a public audition in the Riviera Theatre, Chicago, she was selected by Frank Cambria as the outstanding singer. Under the direction of Mr. Cambria and Nathaniel Finston, now General Music Director of the Publix Theatres, she blossomed into a big favorite in Chicago where she appeared for three years as prima donna in the Balaban & Katz houses. When the Paramount theatre opened in New York, Marguerite Ringo had been chosen to inaugurate the beautiful new home of pictures with a rendition of the "Star Spangled Banner." Miss Ringo was suddenly taken ill just prior to the official opening and Miss Johnson was engaged to formally open the house. She went on with only fifteen minutes' notice and received an ovation from the huge audience.

INDIAN DANGER IN PUBLIX UNIT

Maybe if the crimson shades of old Chief Socka Tomahawk could once more roam this vale, instead of the happy hunting grounds now haunted by most good Shawnee Indians, he'd hurl his cleaver at his most famous descendant, Chief White Eaglefeather, known to Broadway and show business as the "tap dancin' fool."

Chief Whiteagle Feather, graduate of two universities and bred in modern cosmopolitan atmosphere, has taken the wild ballroom dances of today, and incorporated them into an exciting medley of the war dances of his ancestors. You'll see him in "Marchin' On," the spectacular stage production Jack Partington has created for Publix, which comes to the theatre for an engagement of one week starting with and his stage band as part of the production.

"Our modern dance has developed into something strangely similar to the love and war and festal dances of America's first citizens," says Chief Eaglefeather, producing a \$30 platinum cigarlighter, and touching it to a corksipped Turkish cigarette, as he sat in his dressing room, reading "Jurgens." "However, there's nothing strange about that. I've got a million dollar college education and couldn't earn a living, until I became a Jigger Indian. Now my salary is as much as that of a classmate who is vice-president of a bank in Toledo."

in great cities, tiny villages, cross road hamlets, in far away jungles — as great ships plough the seas; as trans-continental trains roar through the stillness of the night. —

Mae Murray, idol of movieland, one time darling of the Ziegfeld Follies, the toast (in days when toasts were made) of Broadway... Mae Murray is to be our special writer for a few days, starting tomorrow.

Miss Murray is coming to (.....) to be the stage star of Frank Cambria's "A Merry Widow Revue" a part of the program which will show (.....) at the (.....) Theatre starting on (.....) and through the co-operation of Publix Theatres, the (.....) is able to present a different and interesting side of a personality that has held the attention of millions of people for many years.

Mae Murray has had a wonderful career, a life filled to the brim with colorful experience. At the age of sixteen, Mae Murray was the country-famous "Brinkley Girl" in the Follies; at twenty, she was the reigning movie star of New York and Hollywood; credited with being one of the best dressed women in the country, Mae Murray knows clothes, what to wear and how and when to wear them... a charming hostess Mae Murray will tell the (.....) readers how to prepare new and tempting dishes, delicacies that have made her own home the mecca of the famous movie folk of Hollywood. Mae Murray will give advice to those in love and... surely... May Murray should be competent in this. Her latest husband is the Prince Mdivini, a Polish nobleman. Miss Murray will tell of her favorite jewel, the flower she loves best, even why she prefers (.....) to any other place of a world she has toured three times.

IN "MERRY WIDOW REVUE"



Joseph Griffin

It is seldom that an audience in any theatre is privileged to enjoy such extraordinary vocalizing as will be afforded Theatre patrons next week by Joseph Griffin, foremost Irish-American tenor. Griffin, who possesses a rich, romantic voice, is well known to vaudeville and picture house patrons all over the country. In "A Merry Widow Revue" starring Mae Murray, his golden voice is heard to better advantage than ever.

BORN AND LAWRENCE A MIRTHFUL SCREAM

Jack Born and Jean Lawrence, comedians in "A Merry Widow Revue" starring Mae Murray, achieved an unequivocal success when this production opened at the Paramount Theatre. Although this comedy duo had been a big feature for the past two years in the West, the Paramount appearance marked their first in New York.

Their best number is executed in ill-fitting Tuxedos. Born, the smaller of the team, appears in a Tuxedo that while it makes him resemble a comic valentine, is in reality far more expensive than the finest of evening suits. It is especially designed to fit the novel requisites of the act.

JUST MISSED GETTING IN THE HARVEST MONEY

Charlie Paddock, sprint champion won his honors by being just inches better than scores of others; Man O' War was hailed the horse of the century, yet he beat John P. Grier a nose; Jack Dempsey missed regaining his throne by a second count. But for the matter of a second or so any of the beaten might have won the laurels. The Harvest Drive likewise brought about a number of cases where the runners-up narrowly missed cutting in on the melon. That they were beaten was no disgrace and the managers of the following theatres are hailed for honorable mention:

2nd Classification	
Montgomery.....	Empire.....637
Ft. Worth.....	Palace.....597
Yonkers.....	Strand.....572
Jacksonville.....	Florida.....559
Jacksonville.....	Imperial.....555
3rd Classification	
Spartanburg.....	Rex.....660
Pueblo.....	Colorado.....606
Chickasha.....	Rialto.....573
Knoxville.....	Queen.....569
Johnson City.....	Criterion.....564
Columbia.....	Ideal.....551
Anniston.....	Theatre.....541
Columbia.....	Imperial.....503

"MARCHIN' ON" CLOWNS OFFER PUBLICITY GA

*Famous Stilt-Walkers In Public
Show Will Put On Great
Kid Stunt*

Here's a new one for the kids that might interest city editor or promotion-manager of one of your newspapers.

The Lomas Troupe, famous clowns and comedians and their strange pet horse "Votsy Diffinks" (he's a thetic horse) have made a scientific study of stilt-walking. They do a tremendously funny stilt-walking stunt in "Marchin' On," Jack Partington's production for Publix, which plays your theatre soon.

Do you suppose your local newspaper would consider a stilt-walking race? It could be held on some convenient side-street at a convenient hour, and the Lomas Troupe, world's champion stilt-walking experts would be the judges and award ticket-prizes for the funniest kid costumed on stilts; the fastest stilt-walker, and the best stilt dancer.

A stunt like this ought to get out a big gallery of grownups, and a lot of kids, and make swell news pictures for the newspaper, which beside getting a good action news-feature, would have the privilege of getting free prizes for its contest. It ought to get a lot of advance publicity for "Marchin' On," too, and make folks want to see this show, which, by the way, is a great flash, with a lot of laughs. A New York Newspaper critic clocked 51 audience laughs made by "Votsy Diffinks" the horse, and lost track while trying to count those made by the Lomas Troupe.

TECHNICAL JOB FILLED BY OR

Jimmy Orr, associated with Publix since its inception for eight years previously, the Famous Players Theatre Department, has been appointed Technical Director for Publix Theatres Corporation, succeeding Herb Frankson, who has returned to Chicago to handle the stage technical end of the Balaban and Katz house. Orr has been at the Paramount Theatre as stage manager since its opening a year more than a year ago. He came there from the Rivoli Theatre where he had been for ten years, starting as assistant electrician and rising to stage manager. Orr is one of the most experienced back stage men in the country. His long experience includes one year with De Belasco, three years with Shuberts and additional experience at the Manhattan Opera House and Century Theatre. He succeeded as stage manager of the Paramount by Jack Rothenfeld who previously was stage manager at the Rivoli Theatre, New York, and before that had been an electrician at the Criterion.

HERE'S A HORSE THAT CAN DANCE

The world's most comical intelligent horse, "Votsy," sings, talks, dances, and blows bubbles, is one of the star performers in "Marchin' On," Publix stage show which opens a week's engagement at the theatre starting with and his orchestra the stage motivating the evening. "Votsy" is the property of the famous Lomas troupe of medians who are the outstanding features of the production. His full and complete name is "Votsy Diffinks," after a famous martyred theatre clown of the same name who was known in the middle west in 1861. When you see "Votsy," you'll think you recognize the rear perspective and front elevation as two members of the troupe, but Tom Lomas assures us that "Votsy" is really a horse. When "Marchin' On" played at the Paramount Theatre in New York, one of the newspapers clocked 51 audience laughs caused by "Votsy." While the Lomas Troupe finds an opportunity to register count laughs on their own account.

HARVEST DRIVE'S HOT FINISH

SANTA'S ON HIS WAY!



CLOSE RACE FEATURED HARVEST MONTH DRIVE

By D. J. CHATKIN

(Chairman, Harvest Drive Committee)

The Committee on the October Harvest Month Drive has completed its task and takes great pleasure in announcing the winners. Seven weeks of patient analysis of every manager's results went into the decisions. Not one element was lost sight of that might have in any way influenced the net returns. General business conditions, weather, types of pictures were given due consideration. Every precaution was taken to be fair. No one man's opinion was final, but each decision was a unanimous one by the entire Committee.

Each prize winner did a mighty good all-around job. In the first classification, Mr. Morrison deserves a great deal of credit as the Howard, Atlanta, was in a tough spot, but he came through in fine shape. Mr. Mason also did great work in guiding the good ship Palace in Dallas through as winner.

The second classification race as a beauty. Walter League

with his Victory, Denver, came in with points to spare. Next was Mr. Dannenberg, Strand Birmingham, but Ed. Zorn and his Stratford, Poughkeepsie, just nosed out Morrison, Arcade Jacksonville, for third position by 19%.

In the third classification, Walsh of Hamilton Yonkers, Tunstill of Kozy, Chickasha, and Lloyd of Daytona came in 1st, 2nd and 3rd with just an eyelash separating them. This was by far the closest finish and anybody's race until within a few feet of the finish. 9% separated 1st from 2nd and exactly 9% divided 2nd from 3rd. Prager, Hippodrome Ft. Worth, was an easy 4th and Perrin of Greeley taking 5th position by a slight margin over H. Amos, Asheville, who took 6th place, coming from behind in a big field.

The District Manager's prize went to Barry Burke of Colorado. His limited number of theatres

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GIVE THIS GIRL BIG HAND BOYS!

Come on gang! All together, in the immortal words of that well known lady entrepreneur of night clubs, "Give this little girl a great big hand." Which little girl? Why Mrs. Blanche Boyle, winner of the \$100.00 prize, offered by the Harvest Drive Committee for the district booker making the finest showing. Running an unattached race her theatres came through with flying colors. In handling New York State and Colorado she put her shoulder to the wheel and came flying through the stretch the only filly to finish in the money. Yes siree! Give the little girl a great big hand.

WINNERS SELECTED AS OCTOBER CLASSIC ENDS IN KEEN COMPETITION

The Publix Harvest Drive, held during the month of October and which proved to be the most comprehensive, as well as the most intensive for greater grosses ever conducted by a theatre chain, resulted in a thrilling battle for the cash premiums, it became known this week when Dave Chatkin, Chairman of the Harvest Month Drive Committee, announced to Publix Opinion the winners of the three classifications.

A juicy prize melon of almost \$2,500 was cut into fourteen slices, which slices could come at no more appropriate time than just before Christmas. The more than 150 theatres which participated in the drive were divided into three classifications in order that every theatre might be placed on an equal competitive basis. These classifications were as follows:

The 1st Classification—All the De Luxe theatres playing the unit shows.

The 2nd Classification—All theatres making one change a week without any unit shows and those making two changes a week.

The 3rd Classification—All theatres making three or more changes a week.

In addition to the above there were two special prizes; one of \$250 to the district manager whose district made the best showing, and a prize of \$100 to the district booker whose district made the best showing.

There follows a complete list of the various prize winners:

1st Classification				
Prize	City	Theatre	Winner	Amount
1st	Atlanta	Howard	Ernest Morrison	\$500.00
2nd	Dallas	Palace	Al. Mason	250.00
2nd Classification				
1st	Denver	Victory	Walter W. League	300.00
2nd	Birmingham	Strand	S. Dannenberg	200.00
3rd	Poughkeepsie	Stratford	E. A. Zorn	150.00
4th	Jacksonville	Arcade	Chas. S. Morrison	100.00
3rd Classification				
1st	Yonkers	Hamilton	Geo. Walsh	150.00
2nd	Chickasha	Kozy	Clayton Turnstill	125.00
3rd	Daytona	Vivian	W. B. Lloyd	100.00
4th	Ft. Worth	Hippodrome	N. Prager	75.00
5th	Greeley	Sterling	C. T. Perrin	50.00
6th	Asheville	Strand	H. Amos	50.00
District Manager Prize			Barry Burke	250.00
District Booker's Prize			Mrs. Blanche Boyle	100.00

Thata Boy Barry !

Barry Burke, a tried and true showman from every angle of theatre operation, was returned winner of the district manager's prize of \$250.00 in the Harvest Month Drive. To the winner goes the spoils and to Barry goes full credit for his brilliant victory. His limited number of theatres came through with the largest percentage over their quota, among which Denver took first prize in the 2nd classification and Greeley fifth prize in the 3rd. Barry had a great many obstacles to overcome but achieved his goal. More power to him.

WILL GET EMBLEMS

In addition to the cash prizes which will be awarded the winners in the Harvest Month Drive, each and every prize winner will be presented with an engraved emblem significant of the drive, according to an announcement from the Drive Committee. Not only will the winners receive this emblem, but all those participating with the managers of the winning theatres will also be presented with these engraved emblems.

CRITIC PRAISES MAE

(Cont. From Page 1)

dipped and glided to the aphrodisiac strains of "The Merry Widow Waltz." Later, Miss Murray danced again, a romping sort of Argentine dance. She wore a fluffy gown of flesh net, a turquoise blue scarf around her neck and scarlet slippers. Only Mae Murray would have thought to wear red footgear with this costume. It was dashing effective."

EXPLOITATION PRIZE WINNERS SOON

FLOOD FAILED TO CURB SPIRIT OF PRIZE WINNER

Clayton Tunstall Fought Against Strong Odds and Was Rewarded by Victory

In no more forceful manner can the spirit that makes Publix the leading theatre organization in the country be exemplified than in the case of Clayton Tunstall, Cozy Theatre, Chickasha, Oklahoma, winner of the second prize of \$125.00 in the Third Classification of the Harvest Month Drive.

The first week of the October Month drive Tunstall's theatre was partially submerged by a flood. However, he made no whimper or no request for a readjustment in quota. He showed his fortitude in the face of adversity at the very beginning of the drive. There was no trace of the white feather in his quaint colloquialism, "a bum start may mean a good ending," written in the following report:

"—I took down sick—I waded in water up to my hips for one whole day and had on rubber boots and a pair of trousers. The dye in the trousers poisoned me and caused me to break out with boils and a bad fever. I feel pretty good today, however—it will take a week or more before the houses are dried out. I have not had a good send-off on Harvest Month, but as the old saying is 'a bum start may mean a good ending.' I am going to try to make it that way anyway—I think my employees should be patted on the back for the work they have done. They stayed up with me night and day and did not make a howl."

Tunstall proved game to the core and was rewarded for his pluck and courage by coming out a winner. It is that courage, fidelity and unselfishness he revealed that permeated the Harvest Month Drive and spelled for it success.

LET'S TAKE OFF OUR HATS TO—

By Lem Stewart

Ernest Morrison

There is not an operation on the circuit that has to stretch its campaign dollars as far as the Howard Theatre, Atlanta. The city is over-seated—Atlanta is one of those rare unit show operations where there are no Sunday shows to increase the potential business. Every penny spent for advertising must earn its way and pay a profit. Therefore, it is with unusual satisfaction that the Committee awards to the Howard Theatre, Atlanta, the first prize in the Publix Harvest Month Contest. We congratulate Manager Ernest Morrison, who inspired his entire staff to the extent that the Howard Theatre had the biggest percentage increase in business in a month when the operation had to buck additional opposition in the opening of the new Capitol Theatre with its program of vaudeville and feature pictures during the same time that Morrison was reorganizing his staff at the Howard.

Al Mason

And consider the Palace Theatre, Dallas, winning the second award in the first classification of the Harvest Drive Contest. We claim that the steady and persis-

tent improvement which Manager Al Mason has achieved in the regular conventional advertising methods of the Palace Theatre, Dallas, attributed greatly to his success, notably the efficiency of his newspaper advertising and publicity. In winning the second award Manager Mason deserves congratulations for his personal enthusiasm and his ability to inspire his entire staff, to stir business in Dallas during a month when it is perhaps the hardest to break precedents. October is a summer month in Dallas. The Palace must buck two weeks opposition of the State Fair, heretofore always a hindrance rather than an aid to business. But the Palace Theatre eclipsed its former October record by

Walter League

And now let us consider the second classification, the first award in this classification going to Manager League and his staff of the Victory Theatre, Denver. October was an unusual month for the Victory Theatre—four big pictures with unusual grosses as well as net receipts. But it was the percentage of profit that Manager League and his staff increased. Manager League could readily have gotten unusual grosses with the pictures played during October by spreading his campaign appropriations on thick. He didn't—he invested the money in the advertising that was essential and conserved otherwise. If there is any secret to the Victory's success last October, that secret is judicious campaign planning and spending. And the first prize in the second classification goes to Manager League because net as well as the gross was increased compared with unusual grosses formerly gotten on big pictures, when unreasonable costs had eaten up all the profits.

Sidney Dannenberg

Manager Sidney Dannenberg of the Strand Theatre, Birmingham, wins the second award in the second classification. Manager Dannenberg and his staff are to be congratulated, for Dannenberg increased the percentage of his operation, winning this prize during a month when a new theatre was opened in opposition to the Strand, and when Manager Dannenberg's activities were divided between the Strand

E. A. Zorn

The third award in the second classification goes to Manager E. A. Zorn of the Stratford Theatre, Poughkeepsie. The winning of this award is an achievement. In the Stratford Theatre, Manager Zorn has one of those beautiful little operations off location. A theatre of the very type where a manager is tempted to spend lavishly on advertising. Manager Zorn takes no chances. He has persistently and consistently kept the Stratford Theatre before prospects, week in and week out, until this off-locations theatre has become an institution, regularly attended each week by a good percentage of people. In October Manager Zorn reaped the harvest of his persistent and consistent ad-

FULL RETURNS TO BE ANNOUNCED IN PUBLIX OPINION NEXT WEEK

Winners of the special exploitation prizes offered by Jesse Lasky and by stars of Paramount, United Artists, Metro-Goldwyn-Mayer and First National for the outstanding campaigns of Paramount picture and on pictures in which stars offering special prizes were appearing during October and November will be announced in next week's issue of Publix Opinion.

CLOSE RACE FEATURED HARVEST MONTH DRIVE

(Continued from Page 3)

came through with the largest percentage over their quota, among which Denver took first prize in 2nd class and Greeley 5th prize in the third class. Barry deserves a great deal of credit for this job as he had a good many obstacles to overcome in order to reach this goal.

This in no way detracts from the splendid work done by every other district manager.

The most unexpected and pleasant surprise was the district booker's prize winner. Running an unattached race her theatres came through with flying colors. Our hats off to Mrs. Blanche Boyle who handles New York State and Colorado. We know the amount of real work she put into this job and everybody is happy over the result.

To those who did not win prizes, but are honorably mentioned, we extend our compliments. Each and every one of you gave all you had to this drive. Your results plainly indicated this.

It was a very successful drive from every viewpoint. We believe each man did his share and if he did not get a monetary prize, he still has the personal satisfaction that comes with the knowledge of having done his level best.

vertising. Every additional penny spent for his Harvest Month campaign counted, evidenced by the percentage increase of gross and profit.

Charles Morrison

We were certain some operation in Jacksonville would prove to be one of the winners in the Harvest Drive campaign. We were not disappointed. The fourth prize in the second classification goes to Manager Charlie Morrison of the Arcade Theatre, Jacksonville. To win this prize Manager Morrison had to increase profits as well as grosses. That he did so is an achievement in connection with one of the few theatres that does not adhere to a conventional policy each week. Institutionally, Manager Morrison's operation is established with his regular prospects as a theatre offering three changes or program feature pictures a week. The patronage is regular in its attendance on a standard admission price basis. This held true during the month of October with the exception of the week of the 16th, when Manager Morrison had to handle a break in his policy, playing BEN HUR for the entire week at advanced prices. An exceptional week with a radical change in the theatre's policy, including increased film rental and advanced admissions is a situation that calls for unusual sales work. The management is tempted to spend and spend lavishly. Few stop to consider the skillfulness of their campaigns, and that whereas thoughtless spending increases grosses, it takes thoughtful spending to increase net as well as gross returns. Manager Morrison and his staff squeezed the maximum net as well as the gross returns out of this exceptional week and did so with-

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SPECIAL EXPLOITATION PRIZES

LASKY AWARDS

First Prize	\$300.00
Second Prize	200.00
Clara Bow	Autographed Bronze Desk Lamp
Emil Jannings	Autographed Leather Brief Case
George Bancroft	Silver Cigarette Service
Esther Ralston	Autographed Mahogany 12-day Desk Clock
Fred Thompson	Wrist Watch
Wallace Beery	Gold Fountain Pen
Raymond Hatton	Gold Pencil
Richard Dix	Complete Hammered Brass Desk Set
Adolphe Menjou	Set of Studs and Cuff Links
Chester Conklin	Automobile Spotlight
Bebe Daniels	Autographed Gold Watch

FIRST NATIONAL STARS

Colleen Moore	Wrist Watch
Ken Maynard	Club Bag
Mary Astor	Silver Cigarette Box
Billie Dove	Humidor
Jack Mulhall	Sterling Silver Cigarette Case
Lloyd Hughes	Signal Ring
Johnny Hines	Onyx Desk Set
Ben Lyon	Leather Wallet and Card Case
Milton Sills	Pair Military Brushes
Richard Barthelmess	Set of Golf Sticks
Dorothy Mackail	Golf Club Bag
Constance Talmadge	Silver Photograph Frame
Charlie Murray	Silver Belt Buckle and Watch Chain
Harry Langdon	Gold Pocket Knife and Chain

UNITED ARTISTS STARS

Mary Pickford	Silver Service
Louis Wolheim	Wrist Watch
Vilma Banky	Walking Stick
Ronald Coleman	

METRO-GOLDWYN-MAYER TROPHY

DON'T MISS Next Week's Opinion

It will have complete results on the big series of Special Exploitation Prizes offered by the leading stars of Paramount, First National, Metro-Goldwyn-Mayer and United Artists.

Who Will Be LUCKY WINNERS?

ou Know What Publicity Will Do For You! What Are You Doing For Publicity?

"Leave no stone unturned to give Publix the high standing it holds in the world of theatres."

Publix Opinion

Published by and for the Press Representatives and Managers of

PUBLIX THEATRES CORPORATION

SAM KATZ, President

BOTSFORD, Dr. Advertising

JOHN E. MCINERNEY, Editor

Contents Strictly Confidential.

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C. Hollander.....	Chicago Theatre, Chicago, Ill.
d D. Lewis.....	Chicago Theatre, Chicago, Ill.
Pine.....	Chicago Theatre, Chicago, Ill.
Joseph.....	Chicago Theatre, Chicago, Ill.
Lipton.....	Chicago Theatre, Chicago, Ill.
ves Espy.....	Ambassador Theatre, St. Louis, Mo.
ry Watts.....	Capitol Theatre, Des Moines, Ia.
Fruehdorf.....	Riviera Theatre, Omaha, Neb.
Goldberg.....	Denver Theatre, Denver, Colo.
mond Terranella.....	Palace Theatre, Dallas, Texas
ert Kelley.....	Texas Theatre, San Antonio, Tex.
Burmester.....	Metropolitan Theatre, Houston, Tex.
ey Danneberg.....	Alabama Theatre, Birmingham, Ala.
urman.....	Howard Theatre, Atlanta, Ga.

Unit Show Publicity

It is our earnest desire to make Publix Unit service valuable and make sure it is being used.

It seems impossible that there are any publicity representatives managers who are not familiar with the material that goes out of some office, which consists of:

1. Mimeographed publicity sheets, which contain the credit bill and program stories about the talent, their biographies, etc.
2. The photographs which are necessarily confined to the individual members of the talent in the acts, and the stage setting.
3. Publix Opinion, which carries additional material about the special exploitation possibilities and any stunts that have been worked on the circuit and are applicable for the other houses.
4. Individual photos and stunts sent direct.

There seems to be a grave question as to how well read any of this material is. For instance, on the act BIRTHSTONES, John Murray Anderson offered in Publix Opinion, in big headlines, a prize of \$200 the best exploitation stunt on that act, and it must have been that body saw the article, because we have just two replies.

Right here let me say that every manager and publicity representative should read Publix Opinion from cover to cover, in order to get value out of it. They should sit down and analyze the mimeographed material that comes through, and try to evolve publicity material and stunts that are applicable locally.

In this connection, it is absolutely necessary that the manager in-act the publicity representative to keep a Tickler File under the name of the act which is to come to the theatre. All material for this Publix Opinion, mimeographed material, photographs, any additional clippings, correspondence, trailer suggestions—anything applicable to the act, should be placed in this Tickler File so that three weeks in advance it can be referred to for complete details.

There is altogether too much evidence of the fact that the material going out from the home office is misplaced, not read or no thought in to it.

There is no other routing of acts, from the B. F. Keith's vaudeville act, that receives the wealth of information and facts so far in advance and is as completely handled as those of the Publix unit shows.

In order to make this service of value, we should receive from the theatres on the first two-thirds of the route, constant exhibits of what have done in a publicity way for these acts—what stunts they are doing over for their band leaders, and anything that will be of use, recirculated in the territory for the other theatres.—A. M. Botsford.

My Compliments

The Committee handling the October Publix Harvest Drive handed the final results of their work and it gave me a great deal of pleasure to note the results achieved by the winners, besides the show made by those who did not share in the prizes.

This drive indicated what enthusiasm coupled with hard work can accomplish and I am in hopes that we may put on another drive even larger proportions than our last one.

I want to take this opportunity of complimenting each one of the winners as well as every participant in this drive for everything they gave to the job. I want to extend my compliments to the District Manager and the District Booker, not only for winning the prize, for the splendid cooperation they were able to secure.

My only regret is that I cannot shake each and every one of you by the hand and express to you my satisfaction with your results in the October Publix Harvest Month Drive.—Sam Katz.

UNIVERSITY SHOW PROVED OF HELP

Manager J. P. Harrison advertised his two attractions so thoroughly that the stage show and "Figures Don't Lie" played to capacity business at the Publix Hippodrome Theatre, Waco.

The stage show was put on by members of the local Baylor University with a cast of fifty. This attraction in itself is enough to draw more than unusual business to the Hipp but Harrison did other things too. Listen:—

Both local newspapers were hooked to a puzzle contest in which they ran gratis for five days. The insertions read, "Here's your chance to earn a 2-pound box of Martha Washington candy or a ticket to see Esther Ralston in FIGURES DON'T LIE at the Hippodrome for three days starting Wednesday. Use the figures below. Add six of the figures to make a total of 21. No one figure may be used more than three times." And then followed the figures in this order:—

397 513 739 175 951

The Martha Washington candy store of which their motto is, "Our Candies Are Good We Can Not Tell a Lie," also had a window display for five days in advance of picture and during run showing an enlarged reproduction of the line-up of figures in the newspapers. The rest of the window was entirely devoted to other "copy" about the contest and the picture.

One of the local jewelry stores also had a window showing five days in advance and during run of picture. A large board, neatly lettered, and framed, read, "FIGURES DON'T LIE—Neither do our watches lie, when it comes to telling the correct time. If you think figures lie, select any three different numbers, reverse same, subtract them, leaving a three numeral remainder, reverse the remainder and add. If you can select three numbers that will give a total other than 1089, step inside and we will give you one of our guaranteed not to lie \$15 watches and a half dozen tickets to see Esther Ralston in FIGURES DON'T LIE and Sanger-Baylor-Hippodrome Style show Thursday and Friday Oct. 20-21."

The example shown in the jeweler's window was:—

Take three numbers.....864

Reverse and subtract.....468

Reverse and add.....396

Reverse and add.....693

1089

The replies from the newspaper contest were unusually heavy and many fine specimens were turned in ranging from the colorful art-

TAKE OFF OUR HATS TO THEM

(Cont. from Page 4)

out disturbing the maximum theatre attendance for the other three weeks of the Drive, when the theatre was operated on its regular three changes a week policy. Anyone who thinks all around the problem will acknowledge this was a real achievement.

George Walsh

In the third classification, the first award goes to George Walsh of Yonkers, for his Class B theatre, the Hamilton. The winning of this prize is an award which credits sane, consistent sales work in the operation of a theatre where nothing spectacular is called for. Any percentage increase in business is due to judicious investment in advertising and the proper booking arrangement.

Clayton Tunstill

The second award, won by Clayton Tunstill of the Rialto Theatre, Chickasha, is an achievement that surprised us. We hand it to a manager who can increase his percentage or profits in an operation

WHIRLING AROUND THE PUBLIX WHEEL

J. J. SHELLEY is now handling publicity for the Olympia Theatre, New Haven, and J. L. McCURDY is manager of the same house, replacing CHARLES PINCUS now in Houston.

RODNEY BUSH of the home office is working up a sweat in Birmingham, Alabama, handling the opening publicity for the new Alhambra Theatre which will open as a Publix unit house the end of this month.

A. M. ROY, formerly at the Olympia, New Haven, has been appointed Manager of the Tampa Theatre. Jack Hobby has become publicity director for the entire Tampa operation and John Carroll remains as City Manager with direct supervision over all Tampa operations.

THE BERKOFF DANCERS have come to New York direct from California. They will be seen in Jack Partington's "Russian Revels."

DECEMBER 21st is the deadline for submitting names for the stage band type of entertainment. A number of good names have already been submitted to A. M. Botsford. Remember the one who picks the best name will be awarded a prize of \$25.00.

ROUTE OF PUBLIX UNITS FOR WEEK BEG. DEC. 17TH

Band No.	OPEN
New Haven.....Olympia	21 (Russian Revels).....Friday
New York.....Paramount	20 (Highlights).....Saturday
Boston.....Metropolitan	19 (Merry Widow).....Saturday
One Week Lay Off	18 (Marchin' On).....Saturday
Buffalo.....Shea's Buffalo	17 (Publix Follies).....Saturday
Detroit.....Michigan	16 (Steppin' High).....Saturday
Indianapolis.....Indiana	15 (Listen In).....Saturday
St. Louis.....Ambassador	14 (Moonlit Waters).....Saturday
Chicago.....Chicago	13 (Shadowland).....Monday
Chicago.....Uptown	12 (Florida).....Monday
Chicago.....Tivoli	11 (Dancing Brides).....Monday
Lay Off	10 (Dixieland).....Monday
Des Moines.....Capitol	9 (Dance Caprice).....Friday
Omaha.....Riviera	8 (Flyin' High).....Friday
Denver.....The Denver	Special (Making Movies).....Saturday
Lay Off	6 (Jazz A La Carte).....Saturday
Dallas.....Palace	5 (Joy Bells).....Saturday
Ft. Worth.....The Worth	4 (Way Out West).....Saturday
San Antonio.....Texas	3 (Tokio Blues).....Saturday
Houston.....Metropolitan	94A (Gypsyland).....Saturday
New Orleans.....Saenger	2 (Banjomania).....Saturday
Atlanta.....Howard	8 Victor Artists.....Monday

Unit Shows Now in the Making

"Russian Revels".....Jack Partington
 "Treasure Ship".....Frank Cambria
 "Blue Plate".....John Murray Anderson
 "Havana".....Jack Partington

where the amount of money that can be spent for sales work is comparatively small. Especially when the management can increase its business in a month like October, when for several weeks business, social and civic activities were demoralized by a flood which played havoc with the city and its surrounding community.

W. B. Lloyd

There is no one to whom we are more happy to make an award than to Manager W. B. Lloyd of the Vivian Theatre, Daytona. Manager Lloyd inherited the Daytona operation after the start of the depression. Former managers spent lavishly and spent insanely. The secret of successful operation in Daytona in these days is to play to the maximum number of regular patrons each week, each change of program. Only the minimum number of tourists are prospects at any time, and they are not available in October. Daytona operations, especially the Vivian Theatre, had to be institutionalized and sold to the population of the community. Well that's Mr. Lloyd's achievement. His advertising appropriations are small—they must be. But Manager Lloyd profited in October because he has made the Vivian a community center. This house is part and parcel of the city's civic activities. It is respected, the house no longer bucks amateur theatrical events, nor do these amateur theatricals buck it. Manager Lloyd has combined the two. Are city concerts opposition? Then Manager Lloyd brings the concerts to his theatre. Are outdoor sports, including baseball, distracting attention? Not if Manager Lloyd knows it. He has capitalized on these activities through co-operation, evolving

them into advertisements for his institution, the Vivian Theatre, and he profits accordingly.

N. Prager

The fourth award in the third classification, won by Manager Prager of the Hippodrome Theatre, Ft. Worth, is an acknowledgment of this man's diligence in watching every item of expense in a theatre which must unquestionably earn by saving. Summing up in a few words the accomplishment of Manager Prager, we would say, he has an unusual knack of salvaging old advertising material and getting \$100.00 worth of value out of a dollar's worth of advertising expense.

C. T. Perrin

Manager C. T. Perrin of the Sterling Theatre, Greeley, wins fifth award. We are not surprised to find Perrin and Greeley represented, because Perrin always has seen to it that his Sterling Theatre is the institution of amusement in an intimate community center. Perrin's business in the main depends upon the patronage of his community. But he knows that during a contest or drive, there are opportunities to get people from the surrounding country towns, no matter how small these centers may be. As we see it, he won the fifth award through his ability to reach out and get patronage on certain occasions from these surrounding towns without too great an expense.

H. Amos

The sixth and final award of the third classification goes to the Strand, operation in Asheville. And Asheville is another city in which general business is depressed, following boom conditions a year ago.

Sell Your
Stage Show

Publix



Opinion

Send Us
Your Stunts

Vol. II

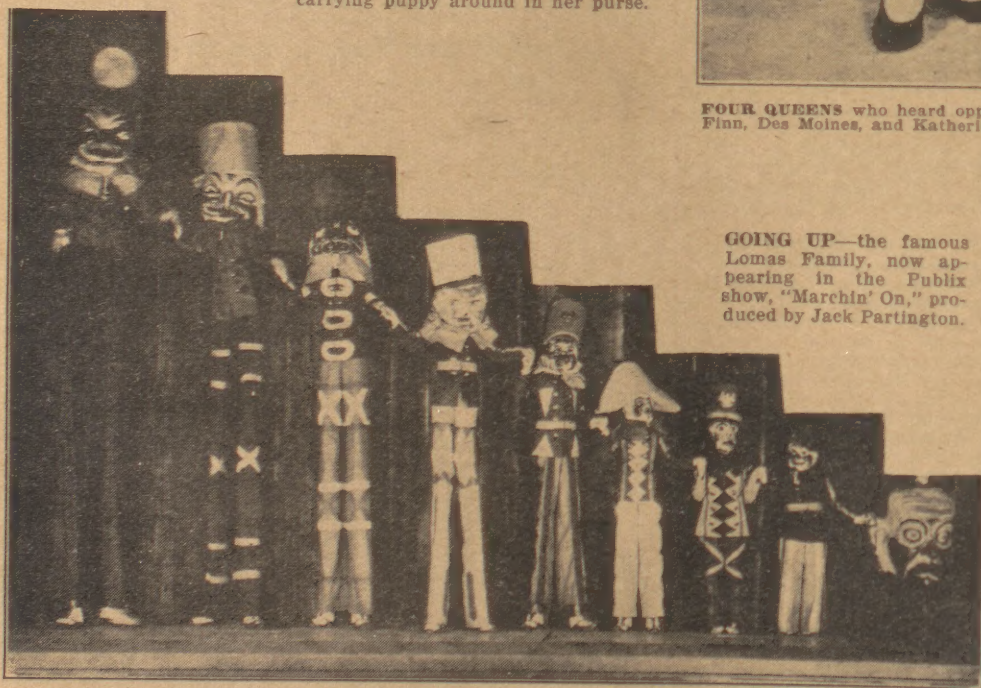
Publix Theatres Corporation, Paramount Building, New York, Week of Dec. 17th, 1927



LOVE ME, LOVE MY DOG—Lola Blanche, pretty dancer in "A Merry Widow Revue," startles Broadway by carrying puppy around in her purse.



FOUR QUEENS who heard opportunity knocking. Rose Colgan, New York; Leora Norton, Detroit; Finn, Des Moines, and Katherine Hoevel, St. Louis, of "Young America," who have been engaged for Publix production.



GOING UP—the famous Lomas Family, now appearing in the Publix show, "Marchin' On," produced by Jack Partington.



THE FELICIA SOREL GIRLS whose dancing in "A Merry Widow Revue," starring Mae Murray, made Broadway sit up and take notice.



VIRGINIA JOHNSON, beautiful prima donna of "A Merry Widow Revue," who formerly sang the title role of "Rose Marie."